(54) Title: PRODUCT AUTHENTICATION SYSTEM FOR PREVENTING DISTRIBUTION OF COUNTERFEITS IN MARKET
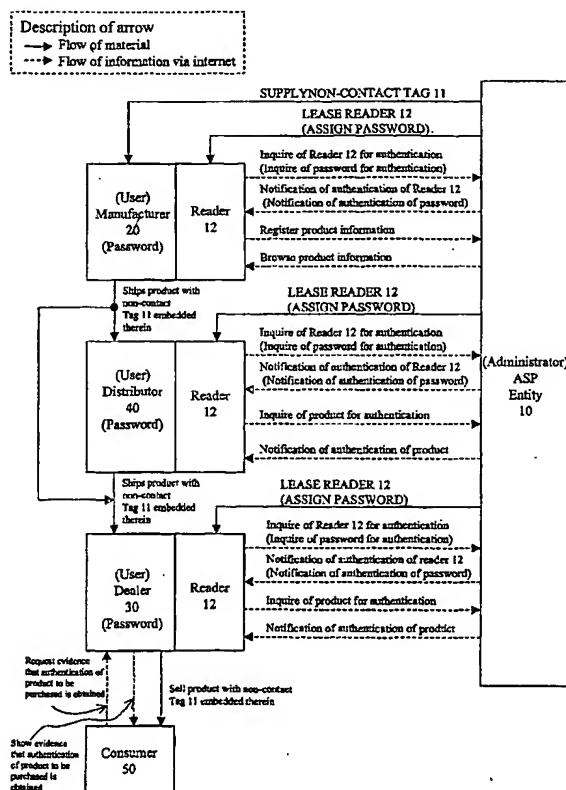
(57) Abstract: By means of preventing counterfeits on the market from entering a distribution channel, the benefit of manufacturers, dealers, distributors, and consumers forming the distribution channel. First, a data server reads ID data of a non-contact tag (11) and of a reader (12), creates data files thereof, and stores the data files in a database. The reader (12) connected to the Internet reads its own ID data and sends it to an authentication server. The authentication server checks the received ID data of the reader (12) against the data file of the reader (12) stored in the database. If the two are identical, the reader is authenticated. The authenticated reader (12) reads the ID data of the non-contact tag (11) embedded in a product and sends it to the authentication server. The authentication server checks the received ID data of the non-contact tag (11) against the data file of the non-contact tag stored in the database. If, as a result, the two are identical, the authentication server notifies the reader (12) that the non-contact tag is authenticated. The product authentication system is administered and operated by an application service provider (ASP) entity (10).

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